



# Wisconsin Job Center Customer Satisfaction Survey

**2002**

Bureau of Workforce Information  
Division of Workforce Solutions  
Department of Workforce Development



State of Wisconsin

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## Introduction

This report on Job Center customer satisfaction is based on information from the 2002 Wisconsin Job Center Customer Satisfaction Survey. This survey collects information about the characteristics of people who visit Job Centers (i.e., job seekers) throughout the state of Wisconsin and their satisfaction with the services they receive. In addition to measuring aspects of customer satisfaction, the survey collects information about high risk and other special customer characteristics and services they use.

This survey complies with provisions of the federal Workforce Investment Act (WIA) which require states to measure the satisfaction of Job Center customers. This survey was first conducted in 2000 and has been conducted annually since that time.

Eighteen hundred (1,800) surveys were distributed among 85 Job Centers based on the proportion of JobNet<sup>1</sup> users in the Center during the month prior to the survey. Job Center staff distributed the survey to every individual who visited the Job Center office on a specific day in the last week of August 2002, until the supply of surveys was exhausted. About 50 percent (907) of the individuals who received the surveys completed and returned them. The survey results presented in this report represent the responses from these 907 respondents. The survey also included space for written comments about how services might be improved. Approximately one-third of the surveys that were returned included written comments. Those comments will be returned to the appropriate Job Center for analysis. A copy of the survey is attached as Appendix A.

The graphs in this report show rounded percentages. In cases where the percentage is followed by “\*”, results are statistically significant at the .05 level. This means that 95% of similar surveys would return the same result. Percentages followed by “\*\*” indicate that the results are statistically significant at the .01 level, or that 99% of similar surveys would return the same result. Additional statistical tests for significance are described in the Technical Notes section at the end of this report.

This report was compiled in the Division of Workforce Solutions (DWS), Bureau of Workforce Information (BWI). Mark Wurl, Job Center Linkages Analyst, designed the self-mailer survey. Nancy DeRungs, Sheila Keyes, Angie Seberg, and Jane Whitehead, Research Technicians, Labor Market Information Data Section, assisted with keypunching the survey data. Ron Blascoe, Program and Planning Analyst, Research and Statistics Section, compiled the results and performed the statistical analysis. Nancy Beale, Research Analyst, Bureau of Information Technology Services, produced the report. Chuck Brassington, Supervisor, Research and Statistics Section, supervised the project. Sandra Breitborde, Director, BWI, and Paul Saeman, Chief, Research and Statistics Section, provided overall direction for the report.

The Bureau of Workforce Information greatly appreciates the cooperation of the Job Center staff who distributed the survey and of the 907 survey respondents. We thank them for their contribution to making this information available.

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<sup>1</sup> JobNet is a job order and customer information system developed by the Wisconsin Job Service and is designed to be used on a self-service basis. It is the basic source of job opening information available in Job Centers and may be used by all local agencies. JobNet is available on touch screen PC workstations at Job Centers and on the Internet.

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## Key Findings

- ⇒ The advantage of the one-stop system, whereby labor exchange services are co-located with labor market and career information and access to public assistance, is evident in the survey results.
- ⇒ The Job Center customer population is very diverse. Statewide, the largest group coming to a Job Center are people who have been recently laid off (39%). But over 17 percent of respondents do not fall into any of the eight special interest or high risk groups identified in the survey.
- ⇒ Overwhelmingly, people still come to a Job Center to look for a job (75%), but most people also accessed some other employment-related service such as labor market or career information during their visit.
- ⇒ About 11% of Job Center customers come for public assistance, Medical Assistance (MA) or food stamps. Most of those report also looking for a job or accessing labor market or career information.
- ⇒ Reasons for coming to the Job Center varied significantly by Workforce Development Area (WDA). In the Milwaukee WDA, more people came for public assistance, MA or food stamps and more had received public assistance in the previous six months. Yet in two WDAs, no one came in for public assistance, MA or food stamps on the day of the survey.
- ⇒ Beginning in 2001, there were more people identifying themselves as recently laid off and having received public assistance in the last six months. Adults without a high school diploma or GED comprised another major group of people who visited the Job Center.
- ⇒ Statewide, veterans, people recently laid off and people over age 55 were the most likely to come to the Job Center to look for a job and were also the least likely to come in for public assistance, MA or food stamps.
- ⇒ Statewide, Job Center customers rated their satisfaction with the Job Center very high, with over 77 percent saying they were satisfied, overall, with the services they received from the Job Center. Ratings of how easy it was to get what they wanted were somewhat lower, with only 65 percent saying it was easy to get what they wanted. Yet the highest satisfaction rating was for Job Center staff, with 82 percent of the customers saying the staff were very helpful. Customer satisfaction ratings varied significantly by WDA on all three satisfaction questions.
- ⇒ Satisfaction with how easy it was for customers to get what they wanted appeared to be lower for persons who came to a Job Center for public assistance. Persons identifying themselves as having disabilities also tended to be less satisfied with how easy it was to get what they wanted.

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⇒ Between 2000 and 2002:

- ◆ There have been only minor changes in the reasons why customers came to the Job Center. More than 75 percent of respondents continued to come in to look for employment.
- ◆ There has been little change in the characteristics of customers coming to the Job Center. The majority of people who came in to the Job Center had been recently laid off (about 38% in 2001 and 2002).
- ◆ There has been little variation in customer satisfaction over time. Most customers remained highly satisfied with staff helpfulness, with the services they received, and with how easy it was to get what they wanted from the Job Center.

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# Overview

## *The Workforce Investment Act*

The federal Workforce Investment Act of 1998 (WIA) reformed federal job training programs and created a new, comprehensive workforce investment system. The new system was intended to be customer-focused; to increase employment, retention and earnings of participants; and to increase the occupational skill attainment of its participants. Its ultimate goal was to improve the quality of the workforce, reduce welfare dependency and enhance the productivity and the competitiveness of the Nation. WIA supersedes the Job Training Partnership Act (JTPA) and amends the Wagner-Peyser Act. WIA also contained the Adult Education and Family Literacy Act (Title II) and the Rehabilitation Act Amendments of 1998 (Title IV). In addition, the new workforce system was designed to help U.S. companies find skilled workers.

Key components of WIA include:

- Streamlining services through a one-stop service delivery system
- Empowering individuals by providing information and access to training resources through Individual Training Accounts
- Providing universal access to core services
- Increasing accountability for results
- Ensuring a strong role for Local Boards and the private sector in the workforce investment system
- Facilitating State and local flexibility
- Improving youth programs

WIA requires that the following functions be provided at a one-stop service location:

- Adult, Dislocated Worker, and Youth Activities
- Employment Service
- Adult Education
- Post-secondary Vocational Education
- Vocational Rehabilitation
- Welfare-to-Work
- Title V of the Older Americans Act
- Trade Adjustment Assistance
- North American Free Trade Agreement-Trade Adjustment Assistance Reform Act
- Veterans Employment and Training Programs
- Community Services Block Grant
- Housing and Urban Development-Administered Employment and Training Programs
- Unemployment Insurance



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## ***Job Centers***

Job Centers are service locations or networks of service sites where comprehensive employment and training services are delivered to job seekers and employers. As a one-stop service location, Wisconsin's 94 Job Centers provide inter-agency planning, program intake, assessment, case management and employer relations. They are planned and run by a local consortium of participating partners including the Private Industry Council (Job Training and Partnership Act), Job Service (Wagner-Peyser), Technical Colleges (Carl Perkins Vocational and Adult Education Act), Job Opportunities and Basic Skills and Wisconsin Works agencies (Temporary Assistance for Needy Families) and the Department of Vocational Rehabilitation (Rehabilitation Act). These programs and funding sources are the core partners in the Job Centers, although other types of services may also be offered.

## ***Workforce Development Areas***

Workforce Development Areas (WDAs) are the 11 subdivisions within the state for the local planning and administration of employment and education programs. Established in 1995, WDAs are used by the state for delivery of WIA services, job center development and regional planning of employment and training services. In Wisconsin, Job Centers are aligned with WDAs, which follow county lines. They are defined as follows:

- Southeast: Kenosha, Racine and Walworth Counties
- Milwaukee: Milwaukee County
- W-O-W: Waukesha, Ozaukee and Washington Counties
- Fox Valley: Calumet, Fond du Lac, Green Lake, Outagamie, Waupaca, Waushara and Winnebago Counties
- Bay Area: Brown, Door, Florence, Kewaunee, Manitowoc, Marinette, Menominee, Oconto, Shawano and Sheboygan Counties
- North Central: Adams, Forest, Langlade, Lincoln, Marathon, Oneida, Portage, Vilas and Wood Counties
- Northwest: Ashland, Bayfield, Burnett, Douglas, Iron, Price, Rusk, Sawyer, Taylor and Washburn Counties
- West Central: Barron, Chippewa, Clark, Dunn, Eau Claire, Pepin, Pierce, Polk and St. Croix Counties
- Western: Buffalo, Crawford, Jackson, Juneau, La Crosse, Monroe, Trempealeau and Vernon Counties
- South Central: Columbia, Dane, Dodge, Jefferson, Marquette and Sauk Counties
- Southwest: Grant, Green, Iowa, Lafayette, Richland and Rock Counties

The map in Appendix B shows the boundaries of these Workforce Development Areas.

## ***The Job Center Survey***

WIA requires that states gather customer<sup>2</sup> and employer satisfaction information about the services received in order to assess the effectiveness of workforce investment activities at the state and local

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<sup>2</sup> The term "customer" in this report refers to a person who utilizes any of the services provided at the Job Center, such as job seekers, people attending workshops, Unemployment Compensation orientation or those seeking career information.

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levels. The Job Center Customer Satisfaction Survey meets the job seeker satisfaction portion of these provisions. This survey does not address employer satisfaction requirements. In addition, the survey is used to monitor and promote continuing improvement in workforce activities and service delivery.

The survey is comprised of five sections. These sections: 1) collect information about the customers' reasons for visiting the Job Center; 2) identify customers' characteristics; 3) gather information relating to veterans; 4) gather customer satisfaction feedback; and, 5) collect additional customer comments. The results from the first four sections are discussed in this report. Written comments from the respondents will be sent to the appropriate Job Center for analysis and are outside the scope of this report. (See Appendix A for the Job Center Customer Satisfaction Survey.)

In addition, some results were analyzed based on location within the state by WDA. Table 1 shows the number and percent of survey responses received by WDA.

**Table 1: Customer Satisfaction Survey Response Rates by WDA  
Wisconsin, August 2002**

<b>WDA Number</b>	<b>WDA Name</b>	<b>Number of Surveys Distributed</b>	<b>Number of Surveys Returned</b>	<b>Percent Returned</b>	<b>Percent of Total Surveys</b>
1	Southeast	191	164	85.9%	18.1%
2	Milwaukee	347	97	28.0	10.7
3	W-O-W*	62	27	43.5	3.0
4	Fox Valley	208	92	44.2	10.2
5	Bay Area	304	119	39.1	13.2
6	North Central	159	106	66.7	11.7
7	Northwest	45	31	68.9	3.4
8	West Central	69	29	42.0	3.2
9	Western	80	67	83.8	7.4
10	South Central	150	69	46.0	7.6
11	Southwest	145	103	71.0	11.4
	Unknown	4	0	0.0	0.0

\* Waukesha-Ozaukee-Washington.

Source: 2002 Job Center Customer Satisfaction Survey, Bureau of Workforce Information, Division of Workforce Solutions, Wisconsin Department of Workforce Development.

The Southeast WDA returned the most surveys followed by the Bay Area and North Central WDAs. The lowest response came from the W-O-W, West Central and Northwest WDAs. Responses from the Milwaukee WDA represent about 11% of the total survey results.

Job Centers and WDAs vary in size. The sampling procedure was designed to approximate a representative sample of each WDA and the state as a whole. (See Appendix C for a description of the sampling procedure.)

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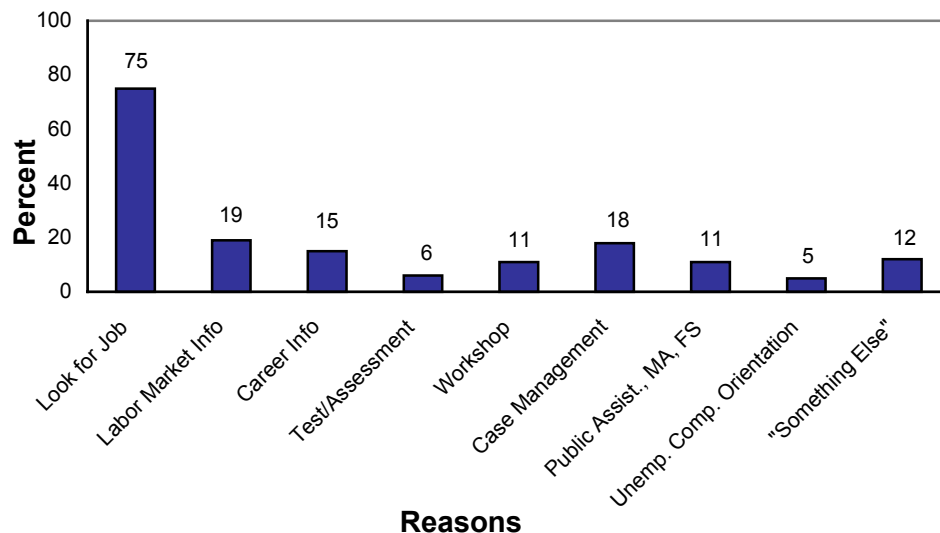
## Reasons for Visiting the Job Center

The first section of the survey relates to reasons why customers visit the Job Center. Since the implementation of WIA, customers visit Job Centers to obtain a wide variety of services that they formerly received at different locations. These services include: job search and employment services, services for veterans, child care assistance, medical assistance (MA), food stamps, and W-2 case management.

Respondents were asked why they came to the Job Center on the day of the survey. They could choose among nine reasons and were instructed to check all of the reasons that applied.<sup>3</sup> These reasons were:

- to look for a job
- to get information about the job market and wages
- to get information about careers
- to take a test or complete an assignment
- to attend a workshop (e.g., résumé or interviewing)
- to meet with a case manager or counselor
- for public assistance<sup>4</sup>, medical assistance or food stamps (Quest)
- unemployment compensation reemployment orientation
- “something else”

**Figure 1: Job Center Visits by Reason  
Wisconsin, August 2002**



Source: 2002 Job Center Customer Satisfaction Survey, Bureau of Workforce Information, Division of Workforce Solutions, Wisconsin Department of Workforce Development.

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<sup>3</sup> Refer to the survey in Appendix A for the exact phrasing of the question and response categories

<sup>4</sup> Currently, Job Centers offer assistance with work-related issues rather than public assistance, per se. The term “public assistance” is retained in this report to reflect the wording on the survey questions, however it primarily refers to W-2 case management services, Medical Assistance (MA) and Food Stamps (FS).

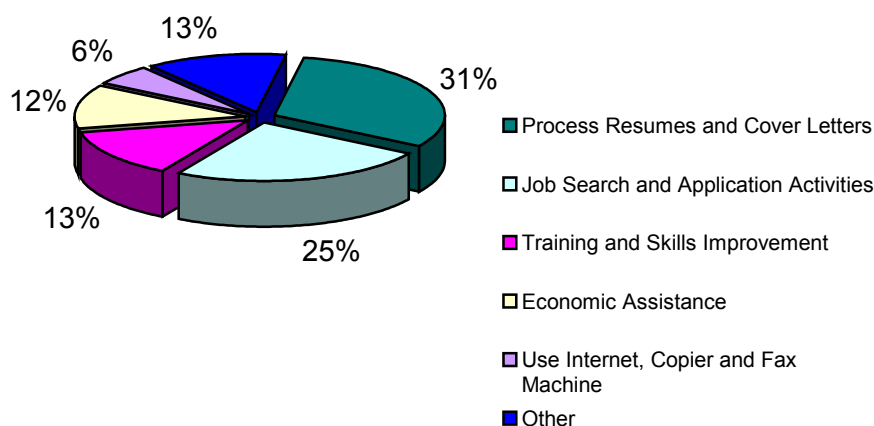
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The most common reason for coming to the Job Center was to look for a job, with 75 percent of respondents citing that reason. The second most common reason was to obtain labor market information (19%), and third, to obtain case management services (18%). About 15 percent of respondents visited the Job Center seeking career information; eleven percent came to attend workshops, and another 11 percent came in for public assistance, MA or food stamp assistance. Only six percent responded that they visited for testing and assessment; five percent visited to attend Unemployment Compensation orientation.

Respondents who replied that they had come into the Job Center for “something else” were provided space in which to specify their reasons. Twelve percent of respondents (106) stated that they had come in for reasons other than those listed on the survey. Figure 2 shows the reasons that people wrote in the space provided for “something else.”

**Figure 2: Reasons Described in the “Something Else” Category  
Wisconsin, August 2002**



Source: 2002 Job Center Customer Satisfaction Survey, Bureau of Workforce Information, Division of Workforce Solutions, Wisconsin Department of Workforce Development.

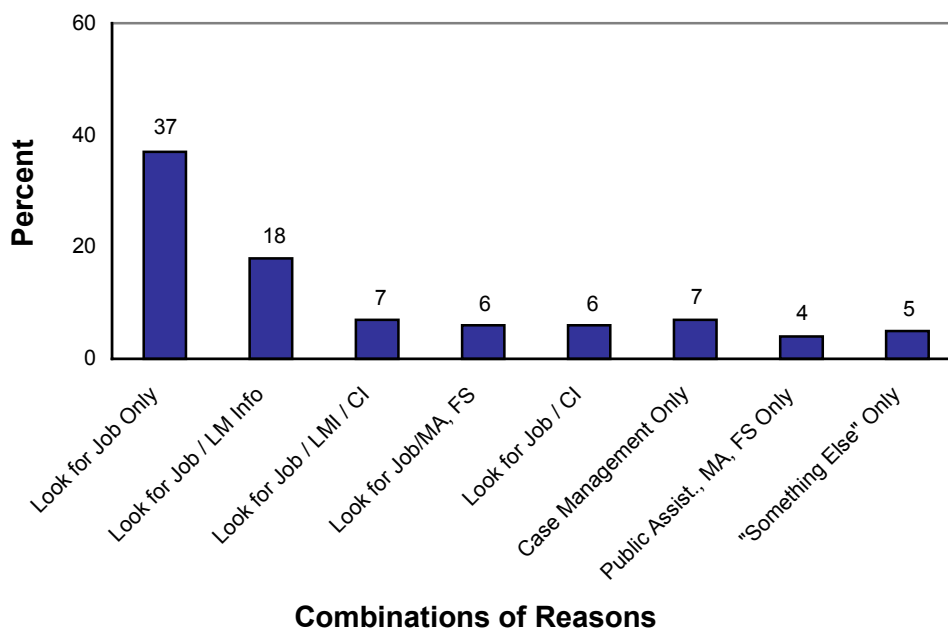
Of the people who came to the Job Center for “something else”, 31 percent came to work on résumés or cover letters. Another 25 percent came in for job search-related activities such as dropping off an application, getting a bus pass to go on an interview or gathering information about certain types of jobs. Thirteen percent of respondents indicated they came to attend training or improve their skills. Some respondents came for job-specific training such as mechanical design while others came for more general training such as improving math skills or studying for the GED. An additional 12 percent of respondents came for economic assistance such as obtaining low-income housing information, emergency assistance, child care assistance or student loan deferment information. Some of these respondents wrote that that they came for health insurance assistance, even though medical assistance was one of the options listed. Another group of respondents (6%) came to the Job Center to use the fax machines or copiers, or to access the Internet to look for work. Thirteen percent of respondents came to the Job Center for reasons that could not be classified in any of the above groups.

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### ***Combinations of Reasons for Visiting the Job Center***

Since respondents were instructed to check **all** reasons for visiting the Job Center, it is possible to describe frequent *combinations* of responses. Figure 3 indicates the frequency of the most common reasons and combinations of reasons for visiting the Job Center. (These reasons and combinations of reasons account for 90 percent of all responses to the question asking customers about their reasons for visiting the Job Center.)

**Figure 3: Job Center Visits by Combinations of Reasons  
Wisconsin, August 2002**



Source: 2002 Job Center Customer Satisfaction Survey, Bureau of Workforce Information, Division of Workforce Solutions, Wisconsin Department of Workforce Development.

The largest single reason for coming to a Job Center was “to look for a job” *only*, with 37 percent of respondents indicating that reason. The most common combination of reasons for visiting was to look for a job and obtain labor market information (LMI) (18%). Other frequently cited combinations were:

- looking for a job/obtaining labor market information /obtaining career information (CI) (7%)
- looking for a job/public assistance, MA and food stamp-related visits (6%)
- looking for a job/obtaining career information (6%)

About 7% of respondents came to the Job Center to receive case management services only. These services include case management follow-up services for W-2 participants, assistance with child care problems, veterans’ issues, energy assistance, housing assistance, intensive job training, assistance with vehicle modification for people with disabilities, and vocational rehabilitation services. Only 4 percent of the respondents came to the Job Center for public assistance, MA or food stamps *only*. Five percent of respondents came in for “something else” only.

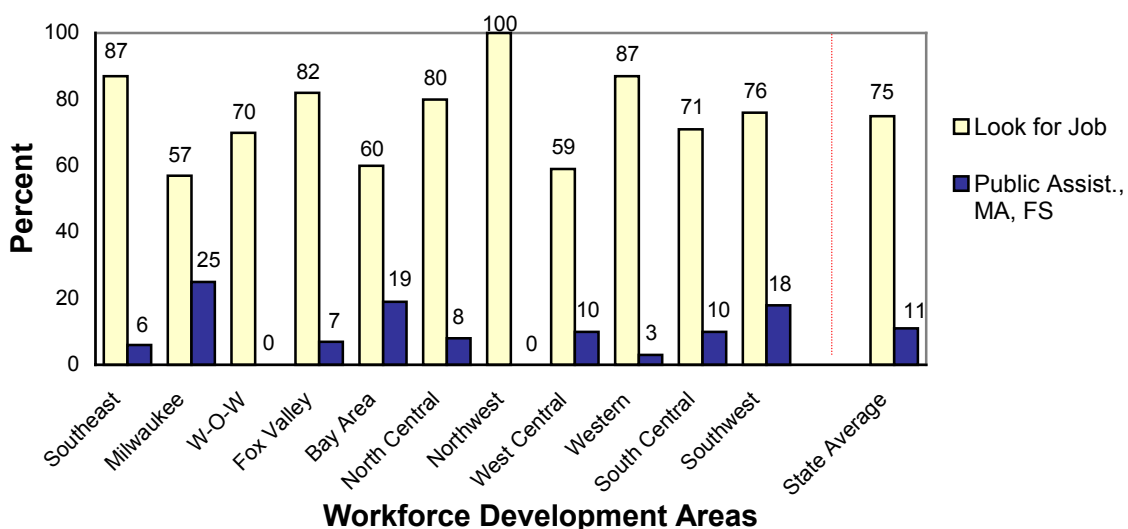
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### ***Reasons for Visiting a Job Center by Workforce Development Area***

In 1997, federal Temporary Assistance for Needy Families (TANF) replaced Aid to Families with Dependent Children (AFDC). Under the TANF program, public assistance benefits are funded with block grants to states. States are required to contribute state funds under maintenance-of-effort provisions. At the state level, Wisconsin's W-2 program replaced AFDC. TANF and W-2 programs emphasize work and increasing employment skills and represent a shift away from cash assistance only. Since W-2 services were co-located with labor exchange and employment training programs in the one-stop Job Centers, there has been considerable interest in the relative proportion of customers who come in for public assistance and those who come in to look for a job.

Figure 4 compares, by WDA, the reasons for visiting a Job Center for those who came to look for a job and for those who came for public assistance, MA or food stamp-related visits. Although reasons for coming to a Job Center varied among WDAs, Figure 3 reflects that, for each WDA, a much larger proportion of customers came in seeking work than for public assistance, MA or food stamps.

**Figure 4: Job Center Visits by Reason by WDA  
Wisconsin, August 2002**



Source: 2002 Job Center Customer Satisfaction Survey, Bureau of Workforce Information, Division of Workforce Solutions, Wisconsin Department of Workforce Development.

Statewide, 75 percent of all respondents came to the Job Center seeking employment compared to 11 percent who were seeking public assistance, MA or food stamps.

In the Milwaukee WDA, only 57 percent of respondents (the lowest percent among all WDAs) visited the Job Center to look for a job. This compared to the highest rate, 100 percent, in the Northwest WDA, and the statewide average of 75 percent.<sup>i</sup>

None of the respondents in the Waukesha-Ozaukee-Washington (W-O-W) or Northwest WDAs came to the Job Center for public assistance, MA or food stamps on the day of the survey. This compares to the highest rate, 25 percent, in the Milwaukee WDA and the statewide average of 11 percent.<sup>ii</sup>

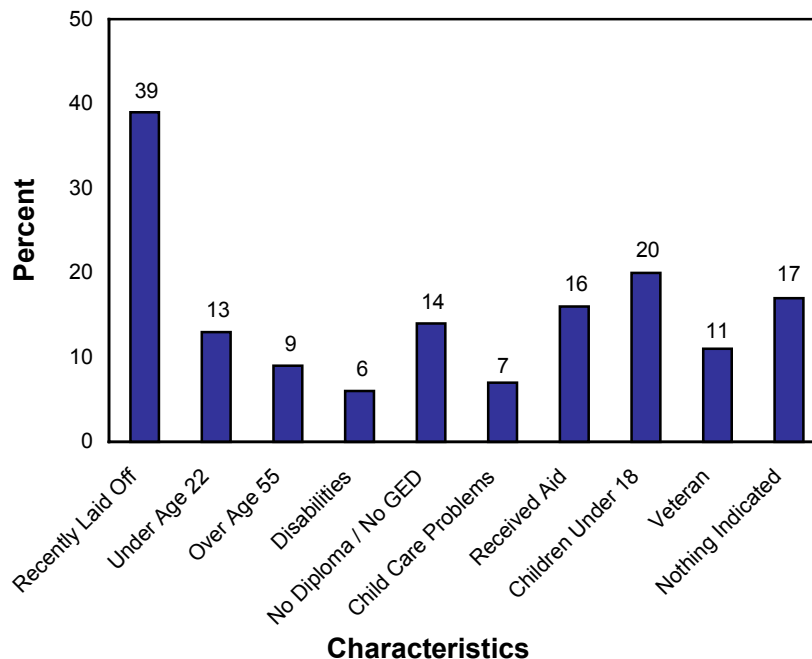
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## Customer Characteristics

The second section of the survey relates to the current status, or characteristics, of customers coming to the Job Center. Respondents were asked: “Which of the following describes your current status?” Respondents could choose from nine characteristics and were instructed to check as many as applied. These characteristics were:

- Recently laid off
- Under the age of 22
- Over the age of 55
- Disabilities
- No diploma/No GED
- Child care problems
- Received public assistance in the last six months
- Children under age 18 in household
- Veteran

**Figure 5: Characteristics of Customers Visiting the Job Center  
Wisconsin, August 2002**



Source: 2002 Job Center Customer Satisfaction Survey, Bureau of Workforce Information, Division of Workforce Solutions, Wisconsin Department of Workforce Development.

Figure 5 shows the distribution of these characteristics for the people visiting the Job Center. The most frequently cited characteristic was persons who were “recently laid off”, with 39 percent indicating that category. Table 2 shows customer characteristics in order of frequency.

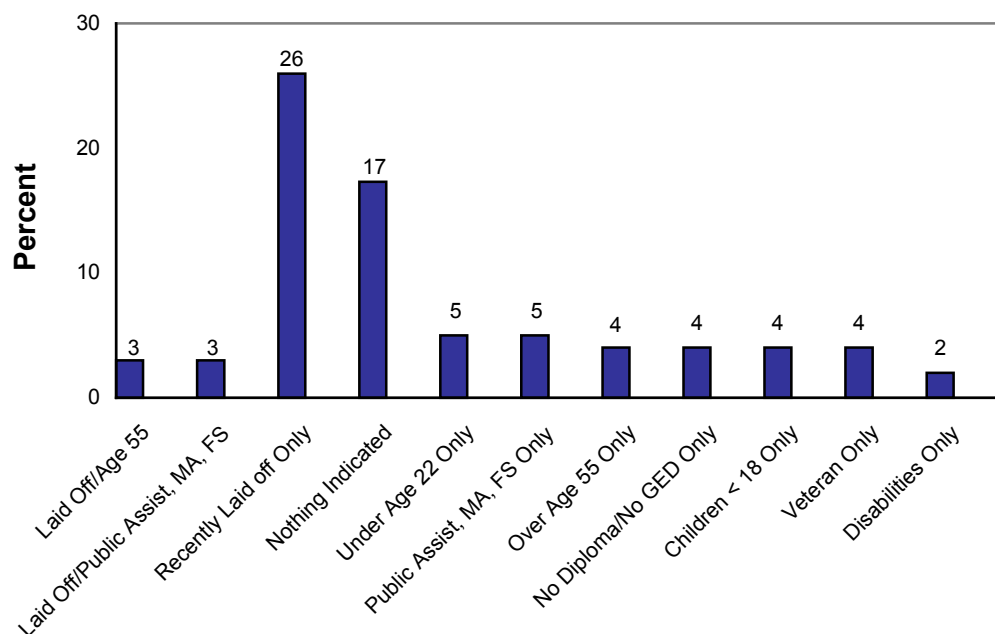
**Table 2: Customer Characteristics by Frequency  
Wisconsin, August 2002**

<b>Customer Characteristic</b>	<b>Percent</b>
Recently Laid Off	39%
Children < 18 in Household	20
Nothing Indicated	17
Received Public Assistance w/in Last Six Months	16
No Diploma/No GED	14
Under Age 22	13
Veteran	11
Over Age 55	9
Child Care Problems	7
Disability	6

Source: 2002 Job Center Customer Satisfaction Survey, Bureau of Workforce Information, Division of Workforce Solutions, Wisconsin Department of Workforce Development.

Since respondents were instructed to check all the characteristics that applied, it is possible to describe frequent *combinations* of responses. Figure 6 shows the most frequent single characteristics and combinations of characteristics of persons visiting the Job Center.

**Figure 6: Combinations of Customer Characteristics  
Wisconsin, August 2002**



**Characteristics and Combinations of Characteristics**

Source: 2002 Job Center Customer Satisfaction Survey, Bureau of Workforce Information, Division of Workforce Solutions, Wisconsin Department of Workforce Development.



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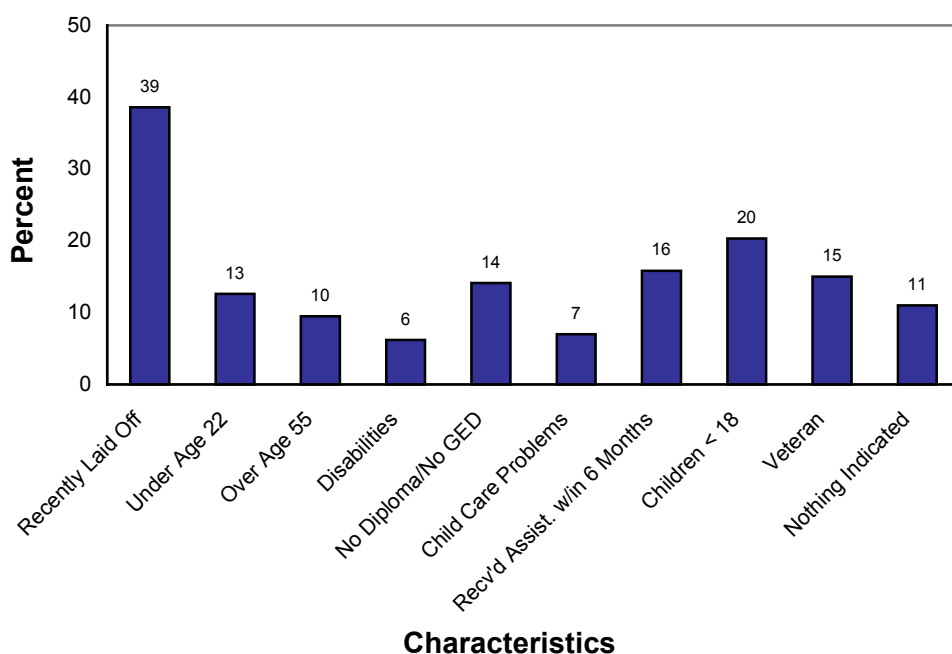
The most common combination of characteristics for people who visited the Job Center were:

- Recently laid off/being 55 or older (3%)
- Recently laid off/having received public assistance, MA or food stamps in the last six months (3%)

That there were no large groups with common characteristics may indicate the diversity of circumstances of people who visit the Job Center and may also reflect the diversity of the services offered at the Job Center since the services were restructured by WIA.

The largest single characteristic were those persons who reported being recently laid off only, accounting for 26 percent of the total responses. Seventeen percent of respondents did not choose any of the characteristics that were listed. Figure 7 summarizes the distribution of characteristics of people coming to the Job Center.

**Figure 7: Customer Characteristics, Alone and in Combination  
Wisconsin, August 2002**



Source: 2002 Job Center Customer Satisfaction Survey, Bureau of Workforce Information, Division of Workforce Solutions, Wisconsin Department of Workforce Development.

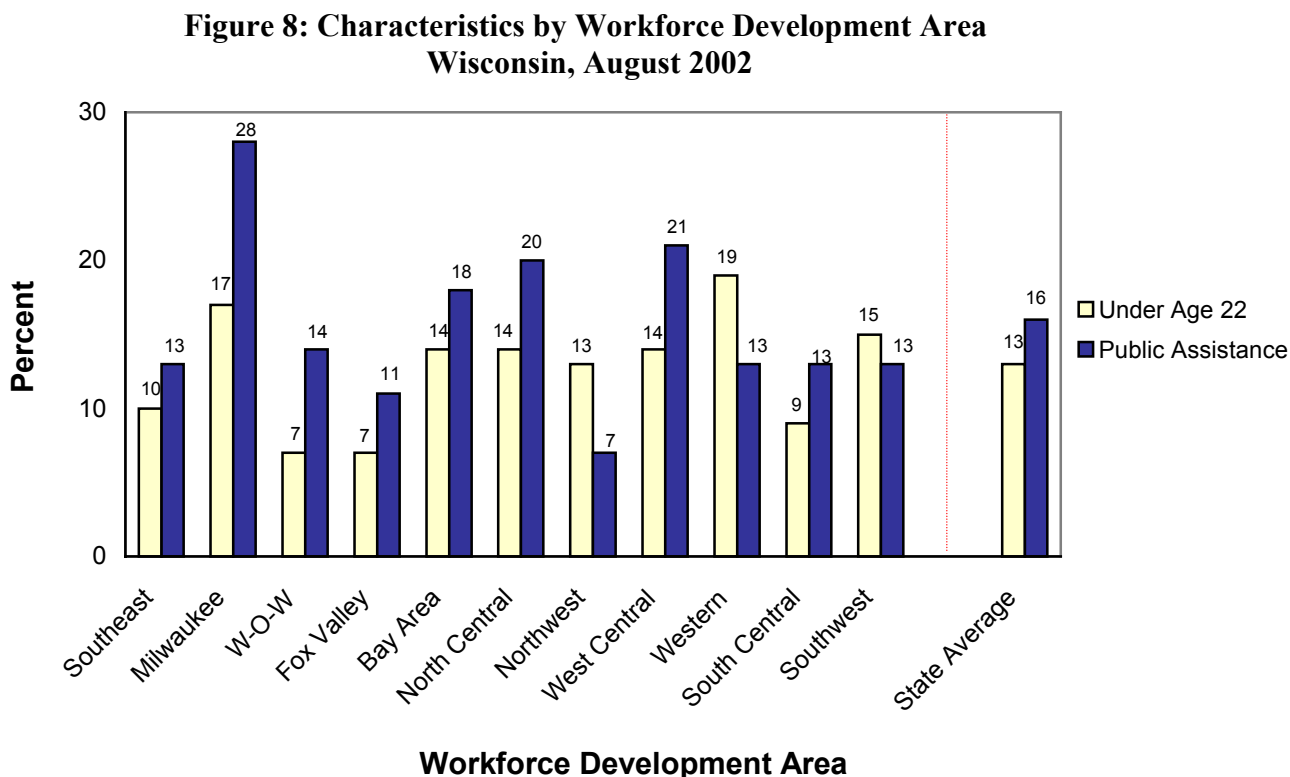
Persons who were recently laid off comprised the largest total percentage of Job Center customers. And persons who were recently laid off came in for that reason alone about twice as much as people who came because they were laid off in combination with another characteristic.

Persons with child care problems and persons with disabilities comprised the smallest percent of the Job Center population.

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### ***Customer Characteristics by Workforce Development Area***

In general, characteristics of customers coming to a Job Center varied across WDAs. Figure 8 illustrates differences on two possible responses: 1) under the age of 22; and, 2) received public assistance in the last six months.



Source: 2002 Job Center Customer Satisfaction Survey, Bureau of Workforce Information, Division of Workforce Solutions, Wisconsin Department of Workforce Development.

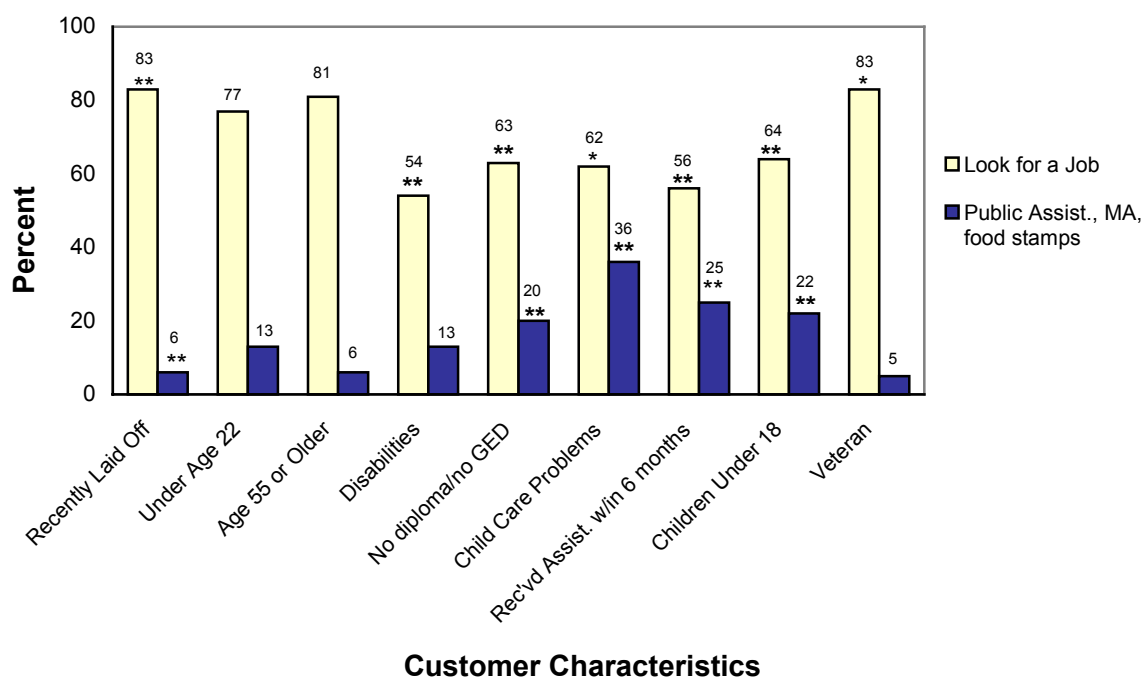
Statewide, 13 percent of respondents reported being under the age of 22 and 16 percent reported receiving public assistance within the last six months.

There is variation among WDAs in the proportion of respondents under the age of 22 and having received public assistance in the previous six months. In general, differences among WDAs were not found to be statistically significant.<sup>iii</sup> There is one comparison, however, where the difference was statistically significant. The proportion of respondents who had received public assistance in the last six months was significantly lower in the Northwest WDA than in other WDAs, varying from seven percent to a high of 28 percent in the Milwaukee WDA. The proportion of respondents who reported being under age 22 varied from a low of seven percent in the Fox Valley and Waukesha-Ozaukee-Washington WDAs to a high of 19 percent in the Western WDA.

### ***Customer Characteristics by Reason for Coming to the Job Center***

Figure 9 illustrates some differences among customer groups based on their reasons for coming to the Job Center. This analysis considers nine customer characteristics and the percentage of each group that came in either to look for a job or for public assistance.

**Figure 9: Characteristics by Reason for Coming to the Job Center  
Wisconsin, August 2002**



Source: 2002 Job Center Customer Satisfaction Survey, Bureau of Workforce Information, Division of Workforce Solutions, Wisconsin Department of Workforce Development.

Among respondents who said they had been recently laid off, 83 percent came to the Job Center to look for a job and six percent came for public assistance, MA or food stamps.<sup>iv</sup>

Recently laid off persons (83%), veterans (83%), and persons over age 55 (81%) were more likely than others to come to the Job Center to look for a job and were also less likely than others to come in for public assistance, MA and food stamps. People with disabilities (54%), those who had received public assistance within the last six months (56%), people with child care problems (62%), those with no high school diploma or GED (63%), and those with children at home (64%), were less likely than others to come in to look for a job.

Conversely, people with child care problems (36%), those who had received public assistance in the last six months (25%), those with children under age 18 at home (22%), and those with no high school diploma or GED (20%) were relatively more likely to come to the Job Center for public assistance, MA or food stamps. Veterans (5%), people age 55 or older (6%), those recently laid off (6%), people under age 22 (13%) and people with disabilities (13%) were relatively less likely to come for public assistance, MA or food stamps.

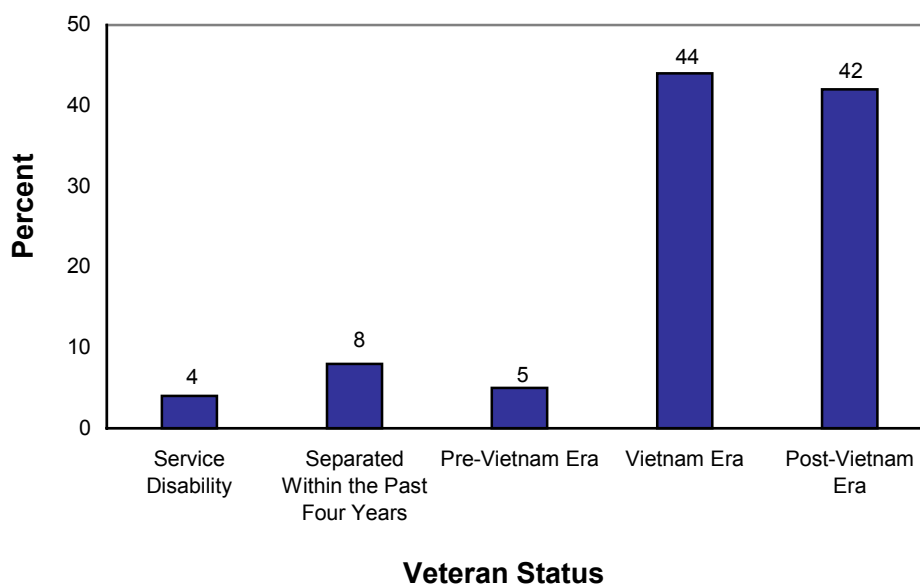
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## Veterans

The third section of the survey collected information relating to veterans (indicated in Figure 4). Eleven percent of the Job Center customers reported that they were veterans reflecting a decrease of four percentage points since 2001, when 13 percent of respondents were veterans.

Veterans were asked a short series of questions to self-identify selected characteristics specific to the veteran population. They were instructed to check all characteristics that applied. Figure 10 shows the distribution of these characteristics for veterans who came to the Job Center.

**Figure 10: Status of Veterans Coming to the Job Center  
Wisconsin, August 2002**



Source: 2002 Job Center Customer Satisfaction Survey, Bureau of Workforce Information, Division of Workforce Solutions, Wisconsin Department of Workforce Development.

Of respondents who said they were veterans, 44 percent stated that they were from the Vietnam era, 42 percent were from the post-Vietnam era, and five percent were from the pre-Vietnam era. Eight percent of veterans had been separated from the military within the past four years and four percent of respondents reported having a service-related disability.

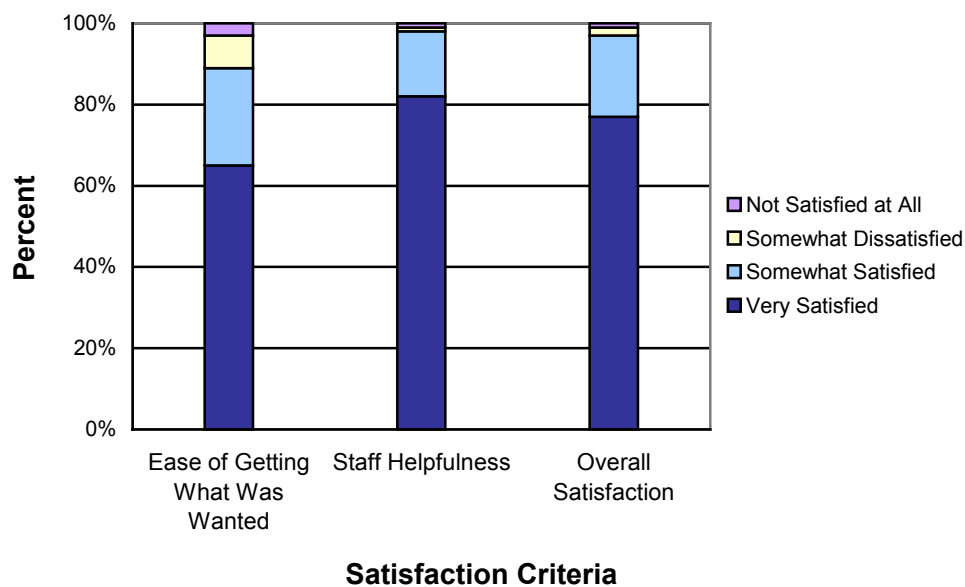
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## Customer Satisfaction

The fourth section of the survey collected information about customers' satisfaction with various features of the Job Center. Specifically, respondents were asked to rate their satisfaction with their experience at the Job Center on three questions:

- ◆ How easy was it to get what you wanted?
- ◆ How helpful was the Job Center staff?
- ◆ Overall, how satisfied were you with the services you received from the Job Center?

**Figure 11: Customer Satisfaction with Job Center Statewide Averages  
Wisconsin, August 2002**



Source: 2002 Job Center Customer Satisfaction Survey, Bureau of Workforce Information, Division of Workforce Solutions, Wisconsin Department of Workforce Development.

Figure 11 indicates that the responses for all customers were overwhelmingly positive. Over 82 percent said they thought staff was very helpful and 77 percent said that, overall, they were very satisfied with the services they received from the Job Center.

Conversely, less than one percent of respondents was not satisfied at all with their overall experience and less than one percent said staff was not at all helpful.

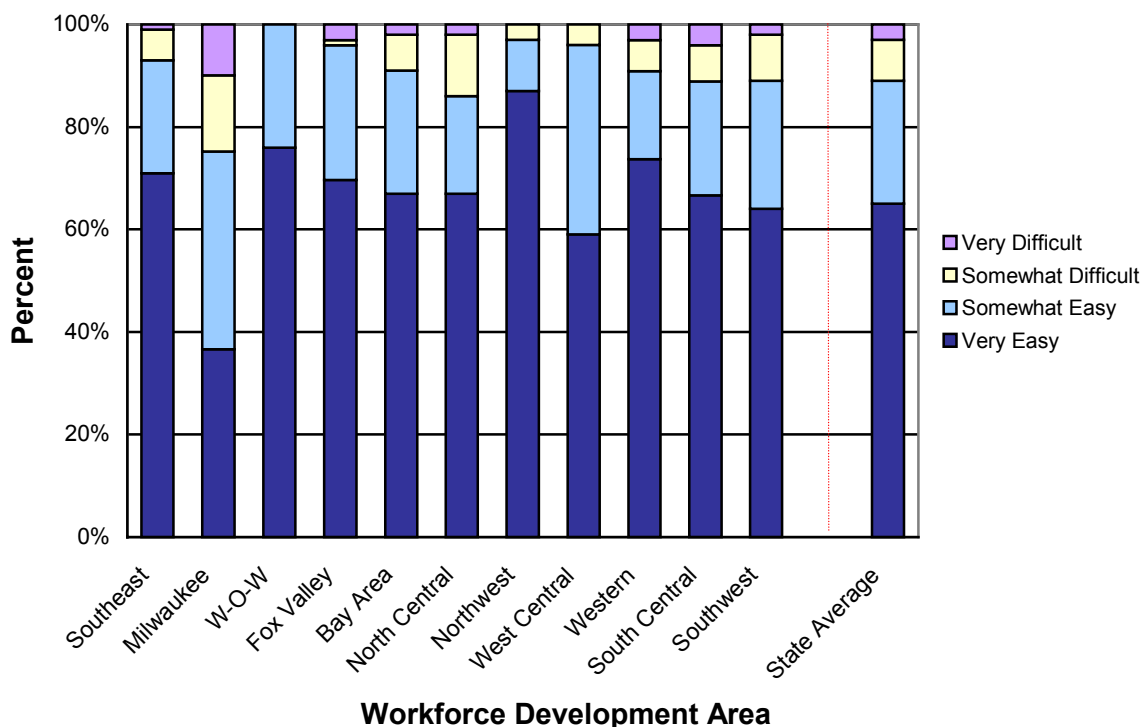
While still high, the ease-of-use rating was lower compared to the other two measures. While 89 percent of respondents rated Job Centers as either very easy or somewhat easy to get what they wanted, only 65 percent of respondents said it was very easy to get what they wanted. Ten percent of respondents said it was either somewhat or very difficult to get what they wanted.

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### ***Level of Satisfaction by Workforce Development Area***

The survey asked the question: “How easy was it to get what you wanted?” Figure 12 shows the variation in satisfaction with ease of getting what was wanted by WDA.

**Figure 12: Customer Satisfaction with Ease of Getting What Was Wanted  
Wisconsin, August 2002**



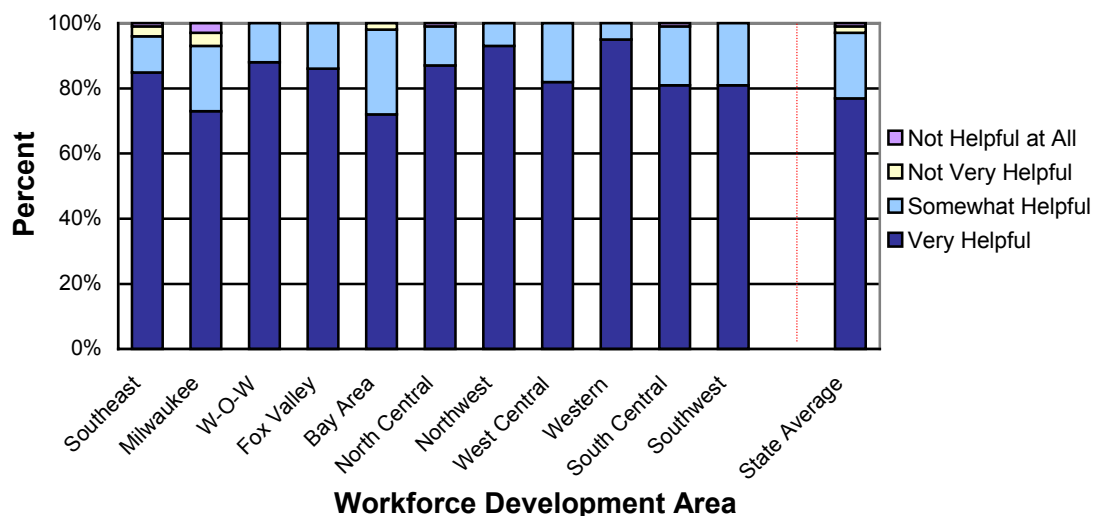
Source: 2002 Job Center Customer Satisfaction Survey, Bureau of Workforce Information, Division of Workforce Solutions, Wisconsin Department of Workforce Development.

Responses varied more among WDAs on this question than on either of the other two customer satisfaction questions. The proportion of respondents rating services “very easy” ranged from a low of 37 percent in the Milwaukee WDA to a high of 87 percent in the Northwest WDA, compared to the statewide average of 65 percent.

In the Waukesha-Ozaukee-Washington WDA, 100 percent of respondents found it either “somewhat easy” or “very easy” to get what they wanted at the Job Center. Conversely, 25 percent of respondents in the Milwaukee WDA found it either “somewhat difficult” or “very difficult” to get what they wanted at the Job Center. These differences among WDAs were statistically significant.<sup>v</sup>

The second customer satisfaction question asked about the helpfulness of the Job Center staff. Figure 13 shows the responses to this question by WDA. Statewide, 97 percent of respondents found Job Center staff to be either somewhat or very helpful while three percent of respondents found staff to be either “not very helpful” or “not helpful at all.”

**Figure 13: Customer Satisfaction With Staff Helpfulness by WDA  
Wisconsin, August 2002**

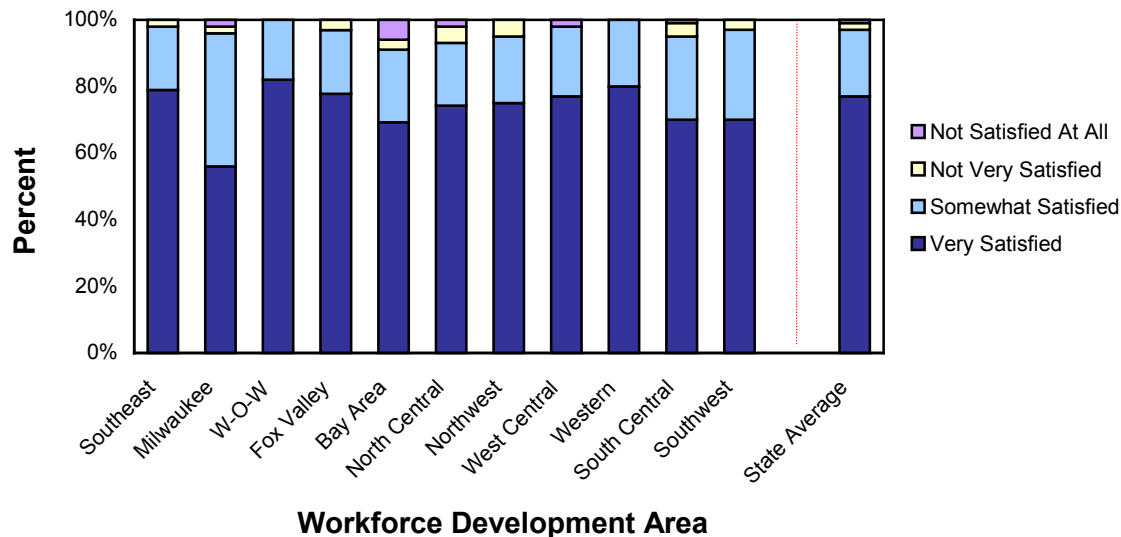


Source: 2002 Job Center Customer Satisfaction Survey, Bureau of Workforce Information, Division of Workforce Solutions, Wisconsin Department of Workforce Development.

There was some variation in the proportion of respondents rating staff as “very helpful,” varying from a low of 72 percent in the Bay Area WDA to a high of 95 percent in the Western WDA, as compared to the statewide average of 82 percent. These differences among WDAs are statistically significant.<sup>vi</sup>

The third customer satisfaction question asked, “Overall, how satisfied were you with the services you received from the Job Center?” Figure 14 shows responses to this question by WDA.

**Figure 14: Overall Satisfaction with Services at the Job Center by WDA  
Wisconsin, August 2002**



Source: 2002 Job Center Customer Satisfaction Survey, Bureau of Workforce Information, Division of Workforce Solutions, Wisconsin Department of Workforce Development.

Statewide, Job Centers received favorable ratings on customers' satisfaction, with 97 percent of respondents stating they were either "somewhat satisfied" or "very satisfied" overall with the services they received at the Job Center. Three percent of respondents stated that they were either "not very satisfied" or "very dissatisfied" overall with Job Center services.

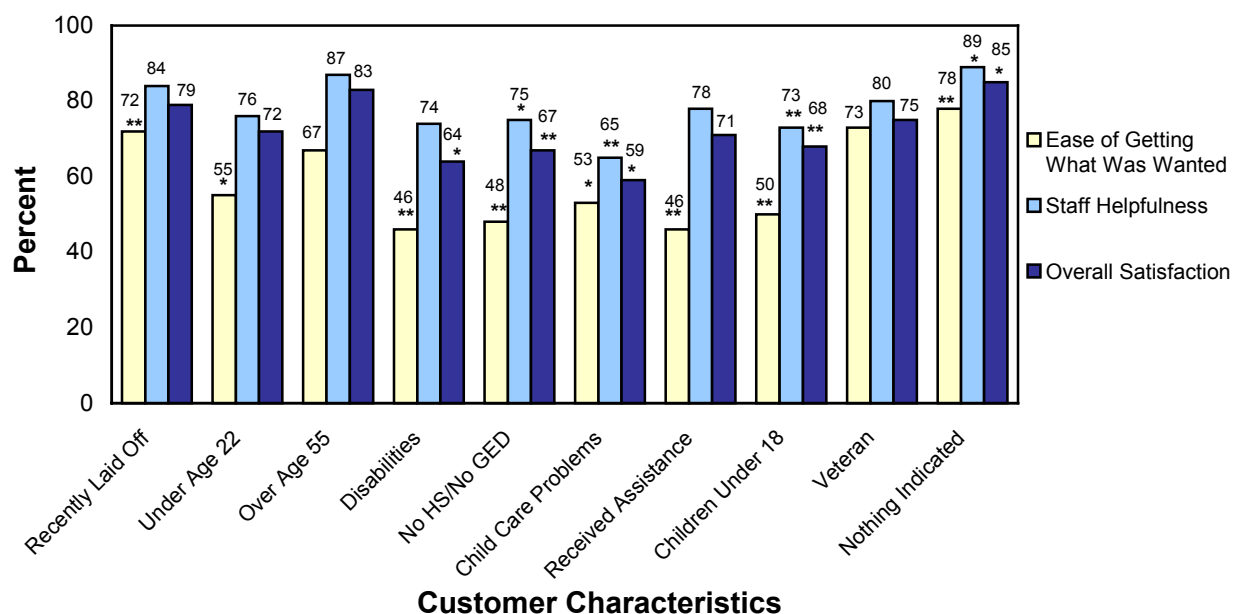
There is some variation in the proportion of customers saying they were "very satisfied" overall with the service they received at the Job Center, with a low of 70 percent in the Bay Area, South Central and Southwest WDAs as compared to a high of 82 percent in the Waukesha-Ozaukee-Washington WDA, (77 percent statewide). Differences among WDAs were statistically significant.<sup>vii</sup>

### ***Customer Satisfaction by Characteristic***

Nearly 83 percent of the respondents identified themselves as having one or more of the nine customer characteristics listed on the survey.

Figure 15 indicates the level of satisfaction for customers with each of those nine characteristics. The graph represents the percent of respondents who indicated the highest level of satisfaction ("very easy," "very helpful," "very satisfied overall") for each of the three satisfaction questions.<sup>viii</sup>

**Figure 15: Satisfaction by Customer Characteristics  
Wisconsin, August 2002**



Source: 2002 Job Center Customer Satisfaction Survey, Bureau of Workforce Information, Division of Workforce Solutions, Wisconsin Department of Workforce Development.

There was a great deal of variation in satisfaction among groups. Those who did not identify themselves as having any of the characteristics listed on the survey, veterans, persons who were recently laid off, and people over age 55 were the most satisfied with how easy it was to get what they wanted. People with disabilities, those who had received public assistance in the previous six months, people without a high school diploma or GED, those with children under age 18, people with child



care problems and those under age 22 were less satisfied with how easy it was to get what they wanted, when compared to all others.

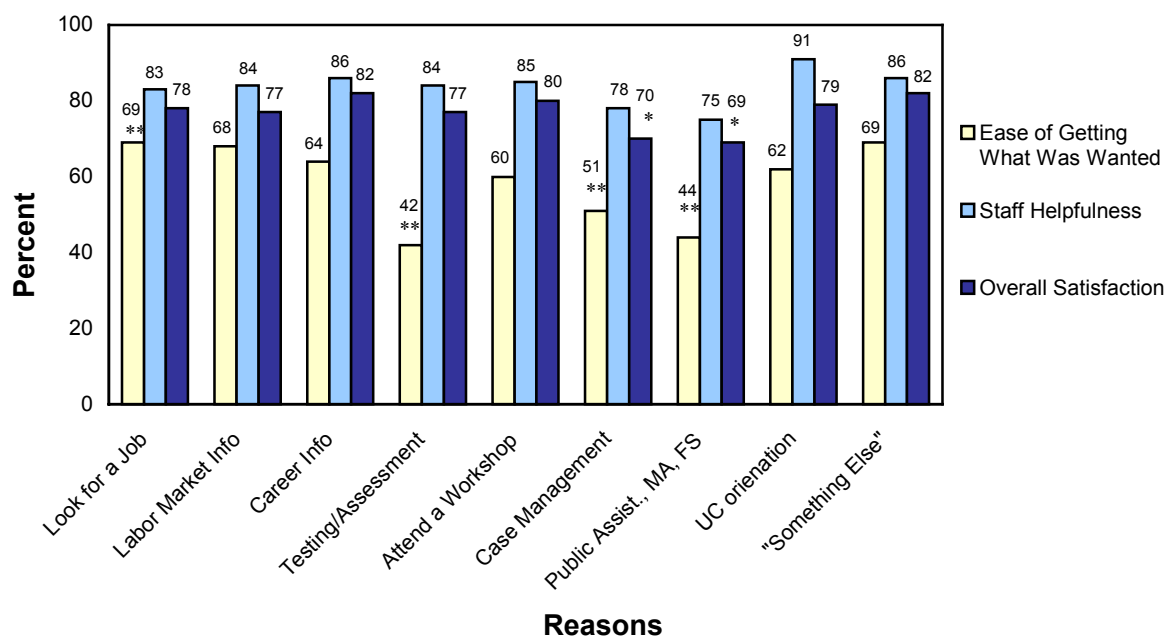
People who did not indicate any characteristic, people over age 55, those who were recently laid off and veterans reported the highest level of satisfaction with staff helpfulness. People who received public assistance in the last six months, people under age 22, those without a high school diploma or GED, people with disabilities and those with children under age 18 were less satisfied with staff helpfulness than people with other characteristics. People with child care problems were the least satisfied with staff helpfulness.

People who did not identify any characteristic, persons over age 55, persons recently laid off, veterans, those under age 22 and people who received public assistance in the last six months were the most satisfied overall with the services they received at the Job Center. People with children under age 18, those without a high school diploma and people with disabilities were less satisfied overall with the services they received. People with child care problems were the least satisfied overall with the services they received at the Job Center.

### ***Customer Satisfaction by Reason for Coming to the Job Center***

There were nine possible reasons for coming to the Job Center specified on the survey including the option “something else.” Figure 16 indicates the level of satisfaction for each of these reasons.<sup>ix</sup>

**Figure 16: Satisfaction by Reason for Coming to the Job Center  
Wisconsin, August 2002**



Source: 2002 Job Center Customer Satisfaction Survey, Bureau of Workforce Information, Division of Workforce Solutions, Wisconsin Department of Workforce Development.

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People who came to a Job Center to look for a job, for “something else,” for labor market or career information, those who came in for Unemployment Compensation (UC) orientation or to attend a workshop were more likely to say it was very easy to get what they wanted when compared to people who came in for other reasons. Those who came to meet with a case manager, and those who came for public assistance, MA or food stamps were less likely than others to say it was very easy to get what they wanted. People who came for testing or assessment were least likely to say it was very easy to get what they wanted.

Customers visiting the Job Center generally gave high ratings for staff helpfulness, regardless of their reasons for visiting. Those who came for UC orientation, for career information, for “something else,” to attend a workshop, for testing and assessment, to obtain labor market information or to look for a job were relatively more likely to rate the staff as very helpful. People who came to see a case manager or to obtain public assistance, MA and food stamps were relatively less likely to rate the staff as very helpful.

People who came for career information, for “something else,” to attend a workshop, to attend UC orientation or to look for a job, to obtain labor market information or for testing and assessment were the most likely to be very satisfied overall with the services they received at the Job Center. People who came to see a case manager or for public assistance, MA or foodstamps were less likely to be very satisfied overall with the services they received.

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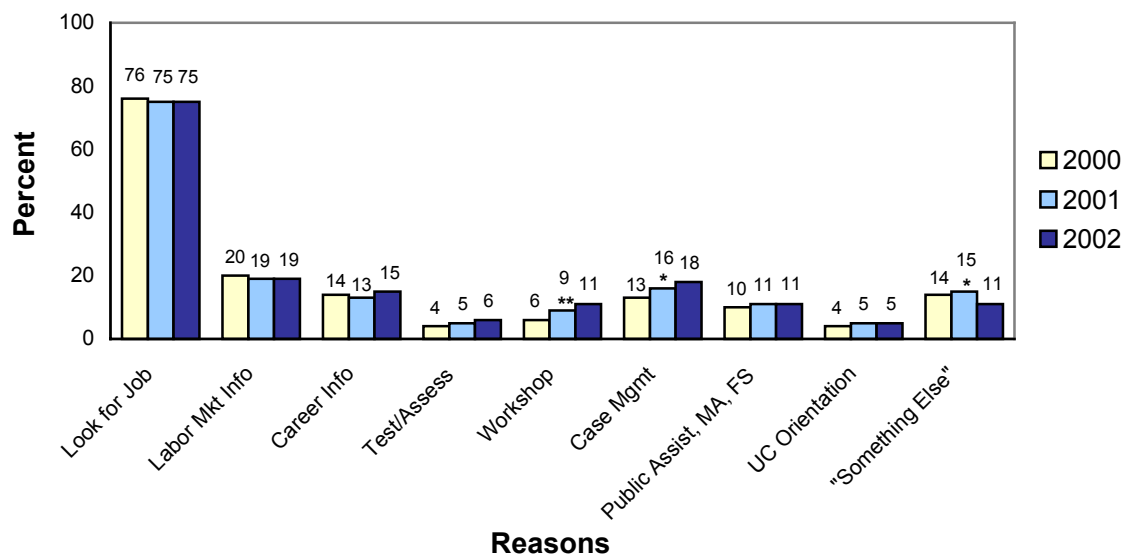
## Changes Over Time

This is the third year in which this survey has been conducted using the same survey and method, making it possible to compare results over time. This section examines results from 2000 – 2002 for the following questions 1) the reasons why customers came to the Job Center; 2) the customers' characteristics; and, 3) satisfaction with how easy it was to get what the customer wanted, staff helpfulness and overall satisfaction with services provided at the Job Center.

### *Reasons People Visited the Job Center Over Time*

Figure 17 indicates the frequency of the reasons cited by respondents for why they came to the Job Center, for each of the three years of the survey.

**Figure 17: Reason for Coming to the Job Center by Year  
Wisconsin -- 2000, 2001 and 2002**



Source: 2002 Job Center Customer Satisfaction Survey, Bureau of Workforce Information, Division of Workforce Solutions, Wisconsin Department of Workforce Development.

The reasons for coming to a Job Center remain quite consistent over time. For example, the proportion who came to look for a job was 76 percent in 2000, and 75 percent in both 2001 and 2002. The proportion coming in for public assistance and to access labor market and career information also did not change over time.<sup>x</sup>

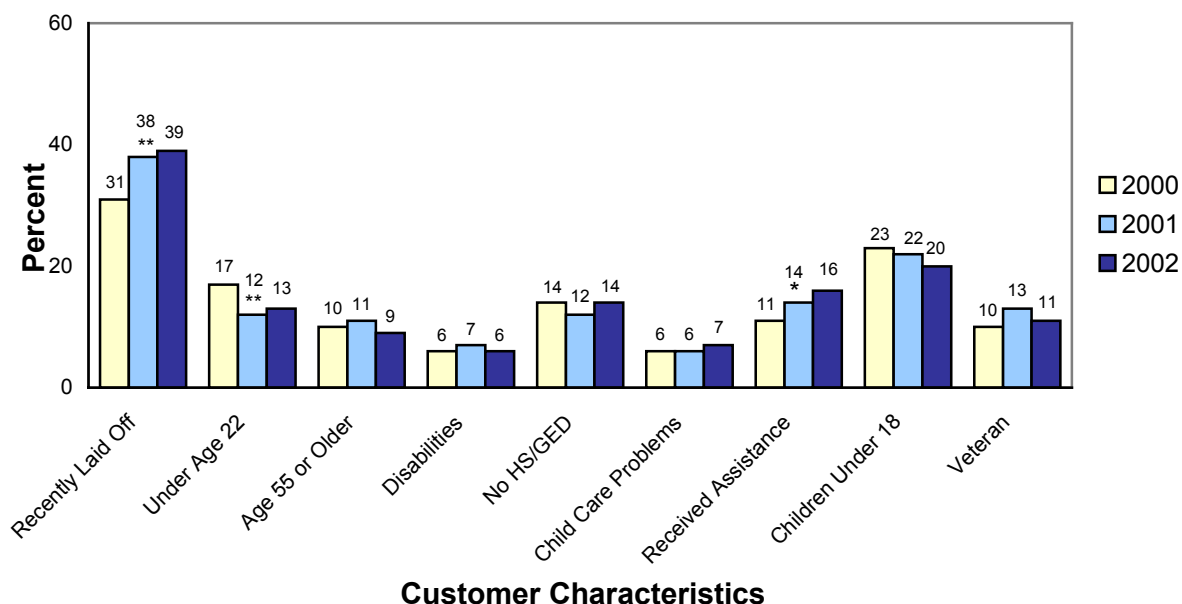
Only three reasons for coming to a Job Center showed a statistically significant difference over time. Those who came for a workshop increased from six percent in 2000 to 11 percent in 2002. Those who came to see a case manager increased from 13 percent in 2000 to 18 percent in 2002. And those who came for "something else" decreased from 15 percent in 2001 to 11 percent in 2002.

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### ***Characteristics of People Coming to the Job Center Over Time***

Figure 18 indicates the frequency of the customer characteristics of those who came to the Job Center for each of the three years of the survey.

**Figure 18: Frequency of Customer Characteristics by Year  
Wisconsin -- 2000, 2001 and 2002**



Source: 2002 Job Center Customer Satisfaction Survey, Bureau of Workforce Information, Division of Workforce Solutions, Wisconsin Department of Workforce Development.

There was an increase in the proportion of Job Center customers who identified themselves as having been recently laid off and having been on public assistance in the last six months. The percent of persons recently laid off increased from 31 percent in 2000, to 38 percent in 2001 to 39 percent in 2002. Those who had been on public assistance increased from 11 percent in 2000, to 14 percent in 2001 and again to 16 percent in 2002. In both cases, most of the increase occurred between 2000 and 2001.<sup>xi</sup>

The percent of people visiting the Job Center who had no high school diploma and no GED decreased from 14 percent in 2000 to 12 percent in 2001, but then rose again to 14 percent in 2002.

The proportion of Job Center customers under age 22 declined from 17 percent in 2000 to 12 percent in 2001, and increased to 13 percent in 2002.

The percent of people coming to the Job Center who had children under the age of 18 living in the household has declined from 23 percent in 2000 to 22 percent in 2001 and again to 20 percent in 2002.

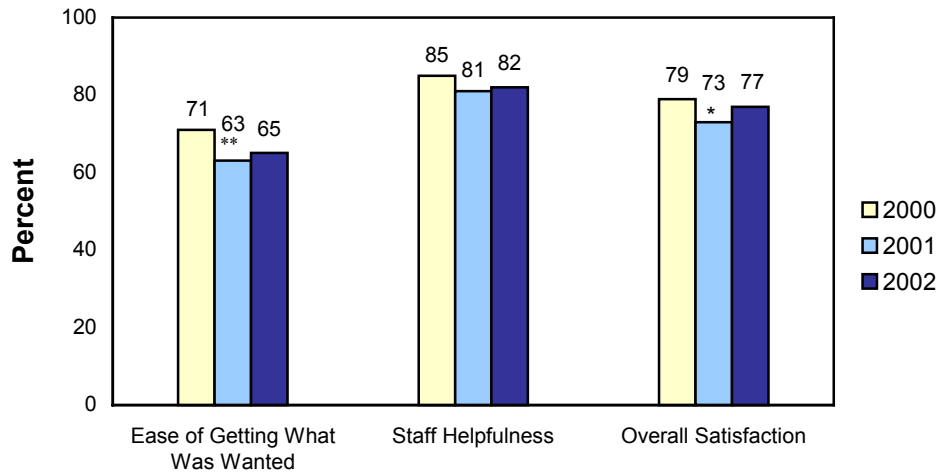
There was no statistically significant change over time for three groups: 1) people over 55; 2) people with disabilities; and, 3) veterans.

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### ***Customer Satisfaction Over Time***

Figure 19 indicates the percent of respondents who indicated the highest level of satisfaction for each of the three satisfaction questions.

**Figure 19: Frequency of High Satisfaction by Year  
Wisconsin -- 2000, 2001 and 2002**



#### **Satisfaction Criteria**

Source: 2002 Job Center Customer Satisfaction Survey, Bureau of Workforce Information, Division of Workforce Solutions, Wisconsin Department of Workforce Development.

The proportion of respondents who were “very satisfied” fell in all years and in all customer satisfaction measures between 2000 and 2001. The percent of very satisfied customers has increased in 2002 from 2001 levels for all measures, but no measure has regained its original level of customer satisfaction. The proportion reporting that it was very easy to get what they wanted from the Job Center dropped from 71 in 2000 to 63 percent in 2001 and increased to 65 in 2002. The percent of respondents saying they were very satisfied overall showed the same pattern, dropping from 79 in 2000 to 73 percent in 2001 and rising to 77 percent in 2002.<sup>xiii</sup>

The percent of respondents who said the Job Center staff were very helpful dropped from 85 percent in 2000 to 81 percent in 2001 and increased slightly to 82 percent in 2002. There was no statistically significant difference among the years on this measure of satisfaction.

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## Conclusions

This most recent iteration of the Job Center Customer Satisfaction Survey confirms some findings from earlier surveys and also reveals some interesting changes over time.

The advantage of the one-stop system, whereby labor exchange services are co-located with labor market and career information and access to public assistance, is evident in the survey results. Overwhelmingly, people still come to a Job Center to look for a job, but most also access some other employment-related service such as labor market or career information. Some Job Center customers come for public assistance, MA or food stamps, but most of those report also looking for a job or accessing labor market or career information.

The survey reveals the diversity of the Job Center customer population. The largest single group coming to a Job Center continues to be persons who identified themselves as having been recently laid off. Other major groups are persons who report having received public assistance in the previous six months and adults without a high school diploma or GED. Yet many people do not fall into any of the several special interest or high risk groups identified in the survey.

There is some significant variation among WDAs in terms of customer characteristics, reasons for coming to the Job Center and satisfaction. The Milwaukee WDA, for example, has more people coming in for public assistance and more who reported having received public assistance in the previous six months. Yet in two WDAs, no one came in for public assistance on the day of the survey.

Satisfaction with Job Center services and staff continues to remain high and the scores this year are higher than last year, but are lower than 2000. Customers continue to rate their satisfaction with the Job Center very high, with most saying they were very satisfied, overall, with the services they received from the Job Center. Ratings of how easy it was to get what they wanted are somewhat lower. Yet the highest satisfaction ratings continue to be for Job Center staff.

Satisfaction varies, in some cases, by WDA, by reason for coming to the Job Center and by customer group. Satisfaction with how easy it was to get what the customer wanted appears to be lower for persons who come to a Job Center for public assistance. Persons identifying themselves as having disabilities also tended to be less satisfied with how easy it was to get what they wanted.

With this third iteration of the survey, it is possible to see some changes over time. The economic downturn in 2000 may have affected the customer mix, services used and satisfaction ratings. Beginning in 2001, there were more people identifying themselves as recently laid off and having received public assistance in the last six months. There was also an increase in the proportion of customers coming in for workshops and to meet with a case manager.

The proportion of Job Center customers coming in to look for a job, to access labor market or career information, or for public assistance did not increase over the three-year period.

Customer satisfaction measures for how easy it was to get what was wanted and overall satisfaction with the Job Center services decreased in 2001 and rebounded somewhat this year. However, satisfaction with staff helpfulness remained high and statistically unchanged over the three-year period. One interpretation of this pattern is that the economic downturn—which made it more difficult to find a job and which forced more people to seek public assistance—caused the satisfaction ratings to

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decline. And while it may be more difficult to get what they want, customers remain highly satisfied with the helpfulness of the staff.

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## *Appendix A: The Job Center Customer Satisfaction Survey*

Click here to [go to the Job Center Customer Satisfaction Survey](#).



## Appendix B: Wisconsin's Workforce Development Areas



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## ***Appendix C: Technical Notes***

### **Sampling Procedure**

The goal of the sampling plan was to yield a sample that is representative of each Workforce Development Area (WDA) and the state as a whole. The state is made up of 11 WDAs, which vary greatly in population, and each WDA is made up of a number of Job Centers, which also vary greatly in size. Therefore, to get a representative sample of WDAs and the state it was necessary to take a proportional sample of each of the 94 Job Centers in the state.

There are no data currently available indicating the total number of customers visiting the Job Center on the day that the surveys were distributed. Consequently, it is not possible to determine whether the survey response rates are indicative of the relative number of customers served in that WDA on that day. While there are registration figures for some groups and services, such as veterans, there is no central registration for all groups who go to use any service. Therefore, it was necessary to estimate the relative size of each Job Center in order to develop a proportional sample.

One approximation of the relative size of each Job Center is the number of people who use the state's automated job search system, JobNet. The JobNet system is available in nearly every Job Center in the state. Each time someone accesses the system it records a "hit" on the central information system.

The most recent month for which JobNet "hits" data were available prior to the survey date was April 2002. In that month there were 56,567 "hits" in the state. The proportion of "hits" in each Job Center was calculated as a percentage of the total. The total number of surveys to be distributed statewide (1,800) was then divided among the Job Centers using the percentages of the total number of JobNet hits for each Center. Nine of the Job Centers had a very low number of "hits" relative to the total. Therefore, their allocation was less than one and they received no surveys in the proportional sample.

Job Center staff were instructed to distribute their allocated surveys on one day during the last week in August, 2002, to everyone who came into the Center for any reason, until the supply of surveys was gone.

Distributed surveys were coded with the Job Center number. Returned surveys were then assigned to the proper WDA.

The result of this method provides an approximate representative sample of each WDA and the state as a whole.

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## Endnotes

- <sup>i</sup> This relationship was tested using a  $X^2$  test of statistical significance. The difference was significant at a .01 level, indicating that there is a real difference among WDAs on the proportion of respondents that said they came to the Job Center to look for a job.
- <sup>ii</sup> This relationship was tested using a  $X^2$  test of statistical significance. The difference was significant at a .01 level, indicating that there is a real difference among WDAs on the proportion of respondents that said they came to the Job Center for public assistance, medical assistance or food stamps (Quest).
- <sup>iii</sup> This relationship was tested using a  $X^2$  test of statistical significance. The difference was not significant at the .05 level.
- <sup>iv</sup> This relationship was tested using a  $X^2$  test of statistical significance. Differences indicated by a single asterisk (\*) are significant at a .05 level. Difference indicated by a double asterisk (\*\*) are significant at a .01 level.
- <sup>v</sup> This relationship was tested using a  $X^2$  test of statistical significance. Differences among WDAs are significant at a .01 level.
- <sup>vi</sup> This relationship was tested using a  $X^2$  test of statistical significance. Differences among WDAs are significant at a .01 level.
- <sup>vii</sup> This relationship was tested using a  $X^2$  test of statistical significance. Differences among WDAs are significant at a .01 level.
- <sup>viii</sup> The relationship between being in the category and the percent that said they were highly satisfied was tested using a  $X^2$  test of statistical significance. Each category was compared to all other cases—including those in other categories and those who indicated they were not in any of the nine categories—to effectively create two groups: those in the special category and all others not in that category. Differences indicated by a single asterisk (\*) are significant at a .05 level. Differences indicated by a double asterisk (\*\*) are significant at a .01 level.
- <sup>ix</sup> This relationship was tested using a  $X^2$  test of statistical significance. Differences indicated by a single asterisk (\*) are significant at a .05 level. Differences indicated by a double asterisk (\*\*) are significant at a .01 level.
- <sup>x</sup> This relationship was tested using a  $X^2$  test of statistical significance. Differences indicated by a single asterisk (\*) are significant at a .05 level. Differences indicated by a double asterisk (\*\*) are significant at a .01 level.
- <sup>xi</sup> This relationship was tested using a  $X^2$  test of statistical significance. Differences indicated by a single asterisk (\*) are significant at a .05 level. Differences indicated by a double asterisk (\*\*) are significant at a .01 level.
- <sup>xii</sup> This relationship was tested using a  $X^2$  test of statistical significance. Differences indicated by a single asterisk (\*) are significant at a .05 level. Differences indicated by a double asterisk (\*\*) are significant at a .01 level.